

ORDER



Orders
Order / Rev: 67610
Alt Order #: 9850119 /Brad
Product Desc: Rob McCord - Treasurer
Estimate:
Flight Dates: 10/23/12 - 11/05/12
Original Date / Rev: 10/22/12 / 10/22/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Campaign Group
Buying Contact:
Billing Contact:
 1600 Locust Street
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: McCord/D/PA Treasurer
Demographic: A35+
Product Codes: State Elections
Priority: P-3
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	18	\$12,520.00	\$10,642.00
10/29/12	11/05/12	23	\$13,420.00	\$11,407.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	18	\$12,520.00	\$10,642.00	0.00
November 2012	23	\$13,420.00	\$11,407.00	0.00
Totals	41	\$25,940.00	\$22,049.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	21%	\$25,940.00
Market	100%	\$123,523.81

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	2%	\$2,470.48
WGAL	38%	\$46,939.05
WHTM	24%	\$29,645.71
WLYH	0%	\$0.00
WPMT	15%	\$18,528.57

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																		
N 1	WHP	10/23/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	2	\$150.00	P-3	0.00	NM	4	\$600.00																		
<table><tr><th><u>Start Date</u></th><th><u>End Date</u></th><th><u>Weekdays</u></th><th><u>Spots/Week</u></th><th><u>Rate</u></th><th><u>Rating</u></th></tr><tr><td>Week: 10/23/12</td><td>10/29/12</td><td>MTWTF--</td><td>2</td><td>\$150.00</td><td>0.00</td></tr><tr><td>Week: 10/30/12</td><td>11/05/12</td><td>MTWTF--</td><td>2</td><td>\$150.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 10/23/12	10/29/12	MTWTF--	2	\$150.00	0.00	Week: 10/30/12	11/05/12	MTWTF--	2	\$150.00	0.00
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																												
Week: 10/23/12	10/29/12	MTWTF--	2	\$150.00	0.00																												
Week: 10/30/12	11/05/12	MTWTF--	2	\$150.00	0.00																												
N 2	WHP	10/23/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$400.00	P-3	0.00	NM	10	\$4,000.00																		
N 3	WHP	10/23/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$450.00	P-3	0.00	NM	10	\$4,500.00																		
N 4	WHP	10/23/12	11/05/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$135.00	P-3	0.00	NM	2	\$270.00																		

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Product Desc:	Rob McCord - Treasurer
Estimate:	

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	WHP	10/23/12	11/05/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$135.00	P-3	0.00	NM	2	\$270.00
N 6	WHP	10/23/12	11/05/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$1,600.00	P-3	0.00	NM	2	\$3,200.00
N 7	WHP	10/30/12	10/30/12	Tue Reg 3 Tue 10p-11p	CM	10p-11p	-T-----	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
N 8	WHP	10/23/12	11/05/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	2	\$2,800.00
N 9	WHP	10/23/12	10/25/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
N10	WHP	10/23/12	11/05/12	Fri Reg 2 Fri 9p-10p	CM	9p-10p	----F--	:30	1	\$900.00	P-3	0.00	NM	2	\$1,800.00
N11	WHP	10/23/12	10/26/12	Fri Reg 3 Fri 10p-11p	CM	10p-11p	----F--	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
N12	WHP	10/23/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
N13	WHP	10/23/12	11/05/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
Totals														41	\$25,940.00